

PRESS RELEASE

For immediate release

Every Hour is Happy Hour with Star Bar, a new feature on Drinkies

Redeem your first beer on the house and enjoy Happy Hour rate on beers all day long while scoring exclusive merchandise with Star Bar, a new feature on Drinkies.

30th May 2022, KUALA LUMPUR – Drinkies, Malaysia’s No. 1 drinks app, connects people by offering fans their most loved products, services, and experiences, both online and offline at any moment of time. The newly launched feature in the application, Star Bar, is committed to elevating drinkers’ experience with attractive promotions, free gifts and so much more.

All people have to do is download or update the Drinkies application via the [Google Play Store](#) or [iOS App Store](#) to find the Star Bar feature. To reward people who try out the new feature, Drinkies provides the first beer on the house that can be redeemed at any participating Star Bar outlets of their choice in the Klang Valley. With approximately 90 outlets available currently, consumers can purchase vouchers via Star Bar and redeem their favourite Heineken Malaysia Berhad (HEINEKEN Malaysia) brews, namely Tiger Beer, Tiger Crystal, Guinness, Heineken® and Edelweiss, at any Star Bar outlet of their choice. The best part is that not only do consumers get to enjoy amazing Happy Hour rates on beers all day long, but they also get to earn coins to redeem even more beers and exclusive merchandise.

Within the Star Bar feature, users will be able to see a ‘Bar Locator’ of participating outlets, ‘My Wallet’, ‘Shop’, ‘Daily Check-in’ as well as the latest deals. The latest deals will include the prices of beer sets (refer to the table below for the price list) as well as the number of coins needed to redeem them. Speaking about coins, the more vouchers people purchase, the more coins will be credited to their account wallet, eventually enabling them to redeem free sets of beers or exclusive merchandise.

E-VOUCHERS	PRICE
Heineken® Draught (5 x 330ml glasses)	RM59.00
Heineken® Bucket (5 x 325ml bottles)	RM65.00
Guinness Draught (5 x 330ml glasses)	RM59.00
Guinness Bucket (5 x 325ml bottles)	RM65.00
Tiger Beer Draught (5 x 330ml glasses)	RM49.00
Tiger Beer Bucket (5 x 325ml bottles)	RM52.00
Tiger Crystal Bucket (5 x 325ml bottles)	RM49.00
Edelweiss Draught (5 x 250ml glasses)	RM49.00
Edelweiss Bucket (5 x 325ml bottles)	RM59.00

The list of participating outlets will be continuously updated within the app, giving consumers a variety of HEINEKEN Malaysia outlets selection to enjoy their favourite beers with friends and family.

“Drinkies has been the go-to platform for consumers who want their drinks delivered to their doorsteps, or even to tap fresh beers from the comfort of their homes. As things have opened up again, we wanted to offer something special for consumers who wish to hang out with mates at their favourite spots that offer HEINEKEN Malaysia brews. Through Star Bar, we have introduced enticing promotions, discount vouchers and exclusive merchandise for our loyal drinkers. We are also thrilled to expand into our network of outlets for consumers across the nation to enjoy our brews – stay tuned for more exciting updates,” said Janina Vriesekoop, Digital and Technology Director at HEINEKEN Malaysia.

To check out Star Bars and the list of participating outlets, download the Drinkies application at the App Store: <https://apps.apple.com/us/app/drinkies/id1503178309> or Play Store: <https://play.google.com/store/apps/details?id=my.drinkies&gl=US>. Drinkies, Star Bar and all related activities are strictly for non-Muslims aged 21 and above only. HEINEKEN Malaysia advocates responsible consumption and urges consumers to not drink and drive.



END

For editorial enquiries or further information, please contact:

Salini Muniandy

Public Relations Manager
HEINEKEN Malaysia Berhad
E: salini.muniandy@heineken.com
M: +6016 426-5079

Arvina Gill

Brand Public Relations Specialist
HEINEKEN Malaysia Berhad
E: arvina.kaugill@heineken.com
M: +6012 422-6816

Heineken Malaysia Berhad

HEINEKEN Malaysia with its portfolio of iconic international brands is the leading brewer in the country. The Company brews, markets and distributes:

- The World’s No. 1 international premium beer **Heineken®**
- The great taste of Heineken® with dealcoholised **Heineken® 0.0**
- The World-acclaimed iconic Asian beer **Tiger Beer**
- The crystal-cold filtered beer **Tiger Crystal**
- The World’s No. 1 stout **Guinness**
- The premium wheat beer born in the Alps **Edelweiss**
- The World’s No. 1 cider **Strongbow Apple Ciders**
- The New Zealand inspired cider **Apple Fox Cider**
- The all-time local favourite **Anchor Smooth**
- The premium Irish ale **Kilkenny**
- The real shandy **Anglia**

HEINEKEN Malaysia also produces the wholesome, premium quality non-alcoholic **Malta**. HEINEKEN Malaysia's brand portfolio also includes the No. 1 German wheat beer **Paulaner** and Japan's No. 1 100% malt beer **Kirin Ichiban**.

HEINEKEN Malaysia through its e-commerce platform, Drinkies now delivers a variety of beers and ciders on-demand, as scheduled. Drinkies also offers freshly tapped beer to cater for home parties and other events including weddings and corporate dinners. For enquiries, call 012-281 8888 or visit www.drinkies.my.

The Company continues to lead the responsible drinking agenda through its Drink Sensibly campaign.

The corporate social responsibility arm of HEINEKEN Malaysia, **SPARK Foundation** was established in 2007 to grow with local communities in the areas of environmental conservation and education for a better tomorrow. Be the SPARK for change and visit www.sparkfoundation.com.my for more information.

Listed on the Main Market of Bursa Malaysia, HEINEKEN Malaysia's principal shareholder is GAPL Pte Ltd based in Singapore. GAPL Pte Ltd is 100% owned by Heineken N.V.

For more information please visit: www.heinekenmalaysia.com.